

ORDER



Orders	Order / Rev:	684834
	Alt Order #:	06150689
	Product Desc:	CROSSROADS GPS
	Estimate:	597
	Flight Dates:	06/06/12 - 06/12/12
	Original Date / Rev:	05/18/12 / 05/18/12
	Order Type:	Political

Primary AE:	<u>Aaron Ashe</u>
Sales Office:	<u>T-WAS</u>
Sales Region:	<u>NAT</u>

Agency	Name:	Crossroads Media/ POL
	Buying Contact:	
	Billing Contact:	
		88 Canal Center Plaza Suite 555
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Crossroads GPS
	Demographic:	A35+
	Product Codes:	IS-Issue/Ballot,IS-Issue/Non
	Priority:	P-5
	Revenue Codes:	AGY, GEN, POL

New Business Thru: _____
Order Separation: **00:15:00**
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/12	06/12/12	22	\$24,350.00	\$20,697.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
June 2012	22	\$24,350.00	\$20,697.50	44.10
Totals	22	\$24,350.00	\$20,697.50	44.10

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Aaron Ashe Start Of Order - End Of Order 100%

Order Share	Share	Total
WUSA	19%	\$24,350.00
M-A-L	100%	\$120,457.00

For more information about the study, please contact Dr. Michael J. Koenig at (314) 747-2100 or via email at koenig@dfci.harvard.edu.

Competitive Share	Share	Total
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CABLE 0% \$0.00

UNKNW 0% \$0.00

WBDC **0%** **\$0.00**

WDCA **0%** **\$0.00**

WJLA 24% \$30,757.89

WMDQ 0% \$0.00

WRXW	0%	\$0.00
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WFCW 5% \$6,000
WBC 25% \$14,855.26

WRC	33%	\$44,855.28
WTCC	33%	\$28,161.74

WITG 22% \$28,194.74
MANTRX 20% 22.20

WWPX **0%** **\$0.00**

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Estimate: 597

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WUSA	06/08/12	06/08/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	-----F--	:30	1	\$400.00	P-3	1.20	NM	1	\$400.00
9 NEWS NOW @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/12	06/10/12	-----F--		1				\$400.00		1.20			
E 3	WUSA	06/11/12	06/11/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	M-----	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	M-----		1				\$2,000.00		3.40			
E 4	WUSA	06/11/12	06/11/12	Letterman Late Night with David Letterman(11:35 PM-12:35 XM)	CM	1135P-1237A	M-----	:30	1	\$800.00	P-3	1.40	NM	1	\$800.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	M-----		1				\$800.00		1.40			
E 5	WUSA	06/11/12	06/11/12	Price Is Right The Price is Right	CM	11a-12p	M-----	:30	1	\$650.00	P-1	2.20	NM	1	\$650.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	M-----		1				\$650.00		2.20			
E 6	WUSA	06/11/12	06/11/12	4-5p Dr. Phil	CM	4-5p	M-----	:30	1	\$600.00	P-3	1.50	NM	1	\$600.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	M-----		1				\$600.00		1.50			
E 7	WUSA	06/11/12	06/11/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-----	:30	1	\$400.00	P-3	1.20	NM	1	\$400.00
9 NEWS NOW @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	M-----		1				\$400.00		1.20			
E 8	WUSA	06/11/12	06/11/12	CBS Evening News CBS Evening News	CM	630-7p	M-----	:30	1	\$3,000.00	P-3	1.60	NM	1	\$3,000.00
CBS EVENING NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	M-----		1				\$3,000.00		1.60			
E 9	WUSA	06/11/12	06/11/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	M-----	:30	1	\$700.00	P-3	1.50	NM	1	\$700.00
9 NEWS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	M-----		1				\$700.00		1.50			
E 10	WUSA	06/11/12	06/11/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	M-----	:30	1	\$1,600.00	P-3	2.40	NM	1	\$1,600.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	M-----		1				\$1,600.00		2.40			
E 11	WUSA	06/09/12	06/09/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S-	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/12	06/10/12	-----S-		1				\$2,000.00		3.40			
E 12	WUSA	06/07/12	06/07/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	---T---	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/12	06/10/12	---T---		1				\$2,000.00		3.40			
E 13	WUSA	06/07/12	06/07/12	Letterman Late Night with David Lettermar(11:35 PM-12:35 XM)	CM	1135P-1237A	---T---	:30	1	\$800.00	P-3	1.40	NM	1	\$800.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/12	06/10/12	---T---		1				\$800.00		1.40			
E 14	WUSA	06/07/12	06/07/12	CM	11a-12p	---T---	:30	1	\$650.00	P-1	2.20	NM	1	\$650.00	

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Price Is Right The Price is Right															
PRICE IS RIGHT															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	06/04/12	06/10/12	---T---		1	\$650.00	2.20								
E 15 WUSA 06/07/12 06/07/12	4-5p		CM	4-5p				:30	1	\$600.00	P-3	1.50	NM	1 \$600.00	
Dr. Phil															
DR. PHIL															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	06/04/12	06/10/12	---T---		1	\$600.00	1.50								
E 16 WUSA 06/07/12 06/07/12	CBS Evening News		CM	630-7p				:30	1	\$3,000.00	P-3	1.60	NM	1 \$3,000.00	
CBS Evening News															
CBS EVENING NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	06/04/12	06/10/12	---T---		1	\$3,000.00	1.60								
E 17 WUSA 06/07/12 06/07/12	9 News Tonight 7p		CM	7-730p				:30	1	\$700.00	P-3	1.50	NM	1 \$700.00	
9 News Tonight 7p															
9 NEWS TONIGHT															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	06/04/12	06/10/12	---T---		1	\$700.00	1.50								
E 18 WUSA 06/07/12 06/07/12	Entertainment Tonight		CM	730-8P				:30	1	\$1,600.00	P-3	2.40	NM	1 \$1,600.00	
Entertainment Tonight															
ENTERTAINMENT TONIGHT															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	06/04/12	06/10/12	---T---		1	\$1,600.00	2.40								
E 19 WUSA 06/12/12 06/12/12	Price Is Right		CM	11a-12p				:30	1	\$650.00	P-1	2.20	NM	1 \$650.00	
The Price is Right															
PRICE IS RIGHT															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	06/11/12	06/17/12	-T-----		1	\$650.00	2.20								
E 20 WUSA 06/12/12 06/12/12	9 News @ Noon		CM	12-1230P				:30	1	\$600.00	P-3	2.30	NM	1 \$600.00	
9 News @ Noon															
9 NEWS AT NOON															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	06/11/12	06/17/12	-T-----		1	\$600.00	2.30								
E 21 WUSA 06/06/12 06/06/12	9 News @ Noon		CM	12-1230P				:30	1	\$600.00	P-3	2.30	NM	1 \$600.00	
9 News @ Noon															
9 NEWS AT NOON															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	06/04/12	06/10/12	--W----		1	\$600.00	2.30								
E 22 WUSA 06/06/12 06/06/12	6-7a 9 News @ 6a		CM	6-7a				:30	1	\$400.00	P-3	1.20	NM	1 \$400.00	
9News @ 6a															
9 NEWS NOW @ 6AM															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	06/04/12	06/10/12	--W----		1	\$400.00	1.20								

Totals 22 \$24,350.00

REP : TEL# 703 528 7800 FAX# 703 528 7880
 CREDIT ADVISORY: AGENCY CREDIT RISK !:
 ORDER WORKSHEET HARRIS RPT. FROM REP MAY18/12 12-18
 BIAS# 684634 DATE *** WUSA-TV ***

REP HEADLINE# 6150689

NEW *** ORIGINAL REV#0 ***
 ADD DELETE
 ORDER

1/AGENCY# 2/ADVERTISER# ISS/CROSSROADS GPS

3/PROD# EST#597 CROSSROADS GPS

20/EOS 4/SLSP# 5/REP# AARON ASHE

LINE/S - WASHINGTON, DC

21/BILL WK. MO-SU 9/AREA

PARTIAL LINE/S 63/PCON 64/ACON 10/BILL CODE

11/RATE CARD 14/ORDER TYPE

17/RTG SVC - NSI

57/CO-OP TYPE CO-OP KEY D/P REC#

59/STATE TAX 58/CITY TAX

REP : TO:LANCE
 FR:HILARY

NEW ORDER
 TTL#24350
 PLS CFM, THX! 5/18

CON CM *** THIS IS A CASH IN ADVANCE SCHEDULE ****

CROSSROADS GPS

BS LN#	REP CD	END DAYS	BEGIN TIME	END TIME	PTRN LNTH	DATE	CLS DATE	SEC 13/	PLAN 14/	PLAN 16/	PRICE /WK	SPT /WEEK	RATE 18/	STS CD	STATION SC#	SPOT 23/ /LIN
AGENCY	ADVERTISER CODE	= 1.2														
AGENCY	PRODUCT CODE	= 11														
1	FRI	1200N-1230P	30	06/08	06/08											

PROGRAM : 9 NEWS AT NOON
 RA35+ : 2 . 3
 CON COM1: 9 NEWS AT NOON

1 \$600.00

1 \$600.00

1

REP HEADLINE# 6150689

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !
ORDER WORKSHEET HARRIS RPT. FROM REP MAY18/12 12.18
*** WUSA-TV ***

BS <u>LN#</u>	REP <u>LN#</u>	CD	DAYS	BEGIN		END	CLS	SEC	PLAN	PRICE	RATE		STS	CD	SPOT	<u>SC#</u>	<u>18/</u>	<u>CD</u>	<u>23/</u>	<u>LIN</u>
				TIME	TIME						PTRN	LNTH								
2	FRI		600A-700A	30	06/08	06/08					1	\$400.00							1	
3	MON		1100P-1135P	30	06/11	06/11					1	\$2,000.00							1	
4	MON		1135P-1235A	30	06/11	06/11					1	\$800.00							1	
5	MON		1100A-1200N	30	06/11	06/11					1	\$650.00							1	
6	MON		400P-500P	30	06/11	06/11					1	\$600.00							1	
7	MON		600A-700A	30	06/11	06/11					1	\$400.00							1	
8	MON		630P-700P	30	06/11	06/11					1	\$3,000.00							1	
9	MON		700P-730P	30	06/11	06/11					1	\$700.00							1	

PROGRAM : 9 NEWS NOW @ 6AM
RA35+ : 1-2
CON COM1: 9 NEWS NOW @ 6AM

PROGRAM : CBS EVENING NEWS
RA35+ : 1-6
CON COM1: CBS EVENING NEWS

PROGRAM : 9 NEWS TONIGHT
RA35+ : 1-5
CON COM1: 9 NEWS TONIGHT

p2

p3

p1

p2

p3

REP HEADLINE# 6150689

REF: TEL# 703 528 7800 CREDIT ADVISORY: AGENCY ORDER WORKSHEET FAX# 703 528 7880 CREDIT RISK !!! HARRIS RPT. FROM REP MAY18/12 12:38

* * * * * WUSA-TV

REP: TELL# 703 528 7800 FAX# 703 528 7880
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS RPT. FROM REP MAY 18/12 12.18
 * * * WUSA-TV ***

REP HEADLINE# 6150689

BS LN#	REP CD	CD DAYS	BEGIN END			END DATE	CLS	SBC	PLAN PRICE	SPT 16 /	RATE SPOT 18 /	STATION CD	STS SC#
			BEGIN TIME	END TIME	PTRN LNTH								
18 THU		730P-800P		30 06/07 06/07						1	\$1,600.00		
PROGRAM : RA35+ : CON COM1:	ENTERTAINMENT TONIGHT 2.4												
19 TUE		1100A-1200N		30 06/12 06/12						1	\$650.00		
PROGRAM : RA35+ : CON COM1:	PRICE IS RIGHT 2.2												
20 TUE		1200N-1230P		30 06/12 06/12						1	\$600.00		
PROGRAM : RA35+ : CON COM1:	NEWS AT NOON 2.3												
21 WED		1200N-1230P		30 06/06 06/06						1	\$600.00		
PROGRAM : RA35+ : CON COM1:	NEWS AT NOON 2.3												
22 WED		600A-700A		30 06/06 06/06						1	\$400.00		
PROGRAM : RA35+ : CON COM1:	NEWS NOW @ 6AM 1.2												
JUN/12		24350.00										CONTRACT TOTAL SPOTS	24350.00
												TOTAL SPOTS	22

MARKET TOTALS \$128,157 WUSA 19% WTTG 22% WJLA 24% WRC 35% WDCA 0% WDCW 0% CABL 0%
 SVC- NSI DEMOS - RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Stephanie Maroney
do hereby request station time concerning the following issue:

Crossroads GPS (Grassroots Policy Strategies)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes

No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

--

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS, 1404 New York Ave. NW, Washington DC 20005
Margee Clancey-Treasurer Steven Law- Board Chairman (703)989-6167

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation; a committee; an association; or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 24 before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

6/1/12
Date

SM My
Signature

703-299-1760
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title